



Minnesota  
**RETAILERS**  
Association

*the face of today's innovative retailers*

Are people returning to stores?

What do consumers expect?

What are we buying?

What is MN's trajectory?

What should you be thinking about?



# Factors to consider when loosening restrictions



## Public Health

### Key Questions

- ✓ How does this impact the possible spread of the disease?
- ✓ How prepared are we to test, trace, and isolate those in our community who are exposed?
- ✓ Are our hospitals prepared to treat increasing patients?
- ✓ How does this impact public health for non-COVID-19 illnesses?

## Social Distancing

### Key Questions

- ✓ Can you effectively social distance when doing this action?
- ✓ Do we have the supplies needed to keep workers and customers safe?
- ✓ How big is the gathering and will people be safe?
- ✓ Are the settings predictable in how people gather and interact?

## Societal Well-being

### Key Questions

- ✓ Will this action help spur economic recovery?
- ✓ Does this action promote the mental health and well-being of the public?
- ✓ Does this action encourage our communities to return to civic life in a thoughtful way?
- ✓ Does this action meaningfully improve the lives of those who have been disproportionately impacted by COVID-19?

# Factors leading to consumer spending



## Factors to consider when loosening restrictions

### Perception of Health Risk



Your COVID-19 Plan

### Public Health

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## Putting your plan\* together:

- Screening
- Access
- Face Covering + PPE
- Enhanced Safety Measures

# Are people returning to stores?

- ☐ Yes, but slowly
- ☐ Yes, but smaller transactions
- ☐ Yes, but only to places they trust
- ☐ Yes, but not at pre-COVID levels
- ☐ Yes, and weather helps

# What do consumers expect?

- ❑ A long-term impact
  - Changes in routine
  - Personal \$
  - Different store experience
  - Inconvenience

# What do consumers expect?

## ❑ Spending changes

- More essentials
- Shifts to household items
- Less travel
- Impacts on gas & restaurant
- Changes in purchases



# What do consumers expect?

- ❑ Changes to online & digital
  - Subscriptions up
  - Generational changes
  - Curbside
  - Expectation of online options
  - Meetings and events

# What do consumers expect?

## ❑ “Homebody economy” shift

- One-week planning moves to two weeks
- Space is valued – think malls
- Youth sports

# What do consumers expect?

- ❑ Expectation: things are different
  - Reassurances expected
  - Medical endorsements
  - Visible safety precautions
  - Emphasis on cleaning

# What are we buying?

- ❑ 25% don't expect to indoor dine through the end of the year
- ❑ 48% don't expect to leisure travel

\*Resonate research

# What are we buying?

- ❑ 106% increase in fashion
- ❑ 50% increase in computers/accessories
- ❑ 34% up in health and wellness
- ❑ 16% boost in home & garden

\*  
ViaBill research

# What are Minnesotan's buying?

- ☐ Furniture
- ☐ Bikes
- ☐ Landscaping
- ☐ Home goods
- ☐ Food for home preparation

# What is MN's recovery trajectory?

- ❑ Will vary by region
- ❑ Will be gradual
- ❑ We won't know what retail looks like until post-holidays
- ❑ Shopping is social

# What's next?

- ☐ Re-evaluate your products
- ☐ Integrate your COVID & marketing plans
- ☐ New communications plan
- ☐ Think ahead to the holidays



## Things to think about:

- Customers (loyal; returning)
- Employees (returning; new)
- Regulations
- Perception

## Important areas to address:

- Contactless (mapping)
- Physical space
- Least comfortable customer
- Communications/marketing

- Prior Lake, MN
- Owatonna, MN
- Duluth, MN
- Marketing plan



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